Orde	ers

Order / Rev:

م 107176

Alt Order #:

06859169

Product Desc:

ROMNEY FOR PRES 60

Estimate:

424

Flight Dates:

09/28/12 - 10/02/12

Original Date / Rev:

09/27/12 / 09/28/12

Order Type:

GENERAL



Primary AE:

Amy McCreary

Sales Office:

Sales Region:

BLPHI National

Agency

Name:

American Rambler Productions

Buying Contact:

Billing Contact:

138 Conant St.

Beverly, MA 01915

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

Cash

Broadcast

EOM/EOC

00:05:00

Advertiser

Name:

Priority:

Romney for President-

A35+

Demographic: **Product Codes:**

PLC02-Republican

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	rt Date		Gross Amount	Net Amount		
08/27/12	09/30/12	14	\$19,600.00	\$16,660.00		
10/01/12	10/02/12	24	\$33,600.00	\$28,560.00		

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	14	\$19,600.00	\$16,660.00	0.00
October 2012	24	\$33,600.00	\$28,560.00	0.00
Totals	38	\$53,200,00	\$45,220.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary		,	Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	27%	\$53,200,00
Market	100%	\$197,037.04

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$59,1 11 .11
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$39,407.41
KTUD	0%	\$0.00
KVVU	20%	\$39,407.41
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$5,911.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/28/12	2 09/28/12	M-F 6-7a WakeU	MgsW/w q	6-7a	F	1:00	1 \$1,300.001	0.00 NM	1	\$1,300.00
				M-F 6-7a WakeU	p w/Wagners							
	WAKE V	W/WAGN	IRS2									
	Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					

Print Date: 10/01/12 08:52:39

KSNV

Page 2 of 4

Order / Rev: Alt Örder #:

Flight Dates:

107176

06859169

09/28/12 - 10/02/12

Advertiser:

Romney for President

Product Desc:

ROMNEY FOR PRES 60

Estimate:

424

E 1 KSNV 09/28/12 (08/28/12 MF 6-74 WaterUp wWingman	Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spe	ots	Rate Pri	Rtg Type S	pots	Amount
Start Date End Date Merchane Special Mercha				M-F 6-7a WakeUp	MgsW/w								\$1,300.00
E 2 KSNV 1001/12 1002/12 MF 6-7a WakeUp wWosgners MF 1.00 2 \$1,400.001 0.00 NM 2 \$2,800.00	- +			<u>Weekdays</u>	Spots/Week						Ì		
Ward Wind	p	-					** -			* · · · - · - · ·		_	
Start Date Memory						6-7a	МТ	1:00	2 3	\$1,400.001	0.00 NM	2	\$2,800.00
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Signt Date End Date Meek (2017)12 1007/12 1007				*			MT	1:00	2	\$1,800.001	0,00 NM	2	\$3,600.00
E 4 KSRV 09/28/12 09/28/12 Today Show	<u>S</u> :	tart Date											·
Today Show Start Date End Date Weekdays Spots/Week Rate Rating Week 1972/412 09/30/12 WFToday Show II 3rd HM 9-10a MFT 1:00 2 \$850.001 0:00 NM 2 \$1,700.00 NM								1:00	. 1	\$1,700,001	0.00 NM	1	\$1,700.00
Meek: 09/24/12 09/30/12 09/				,						. ,			•
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Today 4th Hour	_												
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Print Date: 10/01/12 08:52:39 Page 3 of 4

KSNV

Order / Rev:'

107176

Advertiser:

Romney for President

Alt Örder #:

06859169

Product Desc:

ROMNEY FOR PRES 60

Flight Dates:

09/28/12 - 10/02/12

Estimate:

424

Ln	Ch	Start	End	Inventory Code Days of our Lives	Break	Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
				Days of our Lives									
		OF OUR I	LIVES End Date	Weekdays	Spots/Week	Rate	Rating				1		
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E 14	KSNV	09/28/1	2 09/28/12	Days of our Lives Days of our Lives	СМ	1258p-2pm	F	1:00	1	\$850.001	0.00 NM	1	\$850.00
		OF OUR I											
W	<u>Sta</u> /eek: 09/	<u>rt Date</u> 24/12	End Date 09/30/12	<u>Weekdays</u>	Spots/Week 1	<u>Rate</u> \$850.00	<u>Rating</u> 0.00						
E 15	KSNV	09/28/1	2 09/28/12	Dr. Phil Dr Phil	CM	3-4p	F	1:00	1	\$900.001	0,00 NM	1	\$900.00
	DR. PH	IL		D. 1 1111									
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			2 10/02/12	Dr. Phil	СМ	3-4p	MT	1:00	2	\$900.001	0.00 NM	2	\$1,800.00
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	/eek: 10/ / KSNV		10/07/12 2 10/02/12	MT NEWS 3 at 4 (1 I	4OUR)CM	\$900.00 4-5pm	0.00 MT	1:00	2	\$1,450.001	0.00 NM	2	\$2,900.00
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	4P NEV	VS irt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	/eek: 10/	01/12	10/07/12	MT	2	\$1,450.00	0.00						
E 18	KSNV	09/28/1	2 09/28/12	NEWS 3 at 4 (1 to 4PM NEWS (1 ho		4-5pm	F	1:00	1	\$1,400.001	0.00 NM	1	\$1,400.00
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	<u>Sta</u> Veek: 09	rt <u>Date</u> /24/12	End Date 09/30/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$1,400.00	Rating 0.00						
E 19	KSNV	09/28/1	2 09/28/12	M-F Early News	СМ	5-630p	F	1:00	1	\$2,000.001	0.00 NM	1	\$2,000.00
	5P NEV	vs		M-F Early News									
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	5P NEV	NG		M-F Early News									
		art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	Veek: 10		10/07/12	MT M-F Jeop/Wheel	CM 2	\$2,400.00 630-730pm	0.00 MT	1:00		\$2,600.001	0.00 NM	. 2	\$5,200.00
E 21				M-F Jeopardy/Wi		•	V	1.00	۷.,	φ2,000.001	0.00 14141	2	φ5,200.00
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	Veek: 10	/01/12	10/07/12	MT	2	\$2,600.00	0.00		•				
E 22	2 KSNV	09/28/1	2 09/28/12	M-F Jeop/Wheel M-F Jeopardy/W		630-730pm	F	1:00	1	\$2,000.001	0.00 NM	1	\$2,000.00
		DY/WHE				•							
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E 23	KSNV	10/01/1		M-F News 3 at El		11pm-1135p	om MT	1:00	2	\$2,400.001	0.00 NM	2	\$4,800.00
	11P NE	EWS		M-F News 3 at E	leven								
1,4	_	art Date	End Date	<u>Weekdays</u> MT	Spots/Week		Rating						
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		ert Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
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E 23	ANICH C	09/30/1	12 08/30/12		CIVI	11pm-1135	omS	1:00	2	\$2,200.001	0.00 NM	2	\$4,400.00

Order / Rev: 107176

107176

Advertiser: Re

Romney for President

Days

Alt Örder#:

06859169

Product Desc: ROMN

ROMNEY FOR PRES 60

KSNV

Flight Dates:

09/28/12 - 10/02/12

Estimate:

424

Ln Ch Start

End Inventory Code

Break Start/End Time

Len Spots

Rate Pri Rtg Type Spots

Amount

Sa-Su News 3 at Eleven

Sa-Su News 3 at Eleven

11P NEWS

<u>Start Date</u> <u>End Date</u> Week: 09/24/12 09/30/12

<u>Weekdays</u> ----S Spots/Week

ek <u>Rate</u> 2 \$2,200.00

<u>Rating</u> 0.00

Totals

\$53,200.00

38